Program Area(s): Information Technology

Lesson Plan Title: Rich Media Project
Interactive project building on the skills they have learned throughout the rest of the Digital Media unit.

Estimated Time: 90-120 minutes

Primary CTE Pathway(s) Explored: Digital Media

Intended Learning Outcome(s):
- Become acquainted with a wide range of occupations, CTE Pathways, career trends and emerging careers.
- Identify career and postsecondary education options through investigation of high school to college and career pathways.
- Explain how academic content knowledge and technical skills are used in various careers.

College and Career Awareness Standard, Objective(s):
Standard 7, Objective 1

Cross Curriculum Integration:
- **21st Century or Interpersonal Soft Skills:** Creativity is essential in preparing a rich media project. An effective project should also involve effective communication.
- **Fine Arts:**
- **Technology:** Putting together rich media requires learning and practicing skills related to audio editing, graphic design, video production, Web design, etc.

Career Opportunities in the CTE Pathway(s): Animators, multi-media artists, media specialists, advertising managers media directors, film editors, video editors, video game designers, audio visual specialists, audio engineers, graphic designers, fine artists, photographers

Nontraditional Career Opportunities:
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STEM Specific Career Opportunities: Animators, multi-media artists, film editors, video editors, video game designers, audio engineers, graphic designers

Methods (Approach to Teaching and Learning):
- Direct Instruction and Demonstration
- Problem-Based or Project-Based Learning

Materials Needed:
- Computer software capable of creating rich media project (software depends on project chosen)

Vocabulary:
- Animation
- Costume
- Event
- Hyperlink
- Interactivity
- Media,
- Sprite
- Storyboard
- Trigger

Prior Knowledge Required by Students:
- This project should synthesize what students have learned doing other IT activities.

Instructional Procedures:

Students will select a rich media project to complete. Teacher will give them options of what kind of project they can complete and will guide them, but topic will be their choice. They will use a project checklist to guide them in what to include in their project. See attached teacher guide and checklist.

Related Career Videos
- Exhibit Experience Design Engineer
- Graphic Design Instructor
- Robot Helps Kids with Autism Communicate

Additional Resources:
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Assessment(s):
- Explanation of concepts (written, oral, or through demonstration or performance of particular skills): Students can explain definitions of key concepts and vocabulary and demonstrate their skills in putting together their project.
- Critical thinking demonstration (written, oral, or through demonstration or performance): this project will show how they can synthesize what they have learned and incorporate it into one project.
- Develop a portfolio of artifacts documenting concepts learned. Students will create project that could be included as part of a digital portfolio.